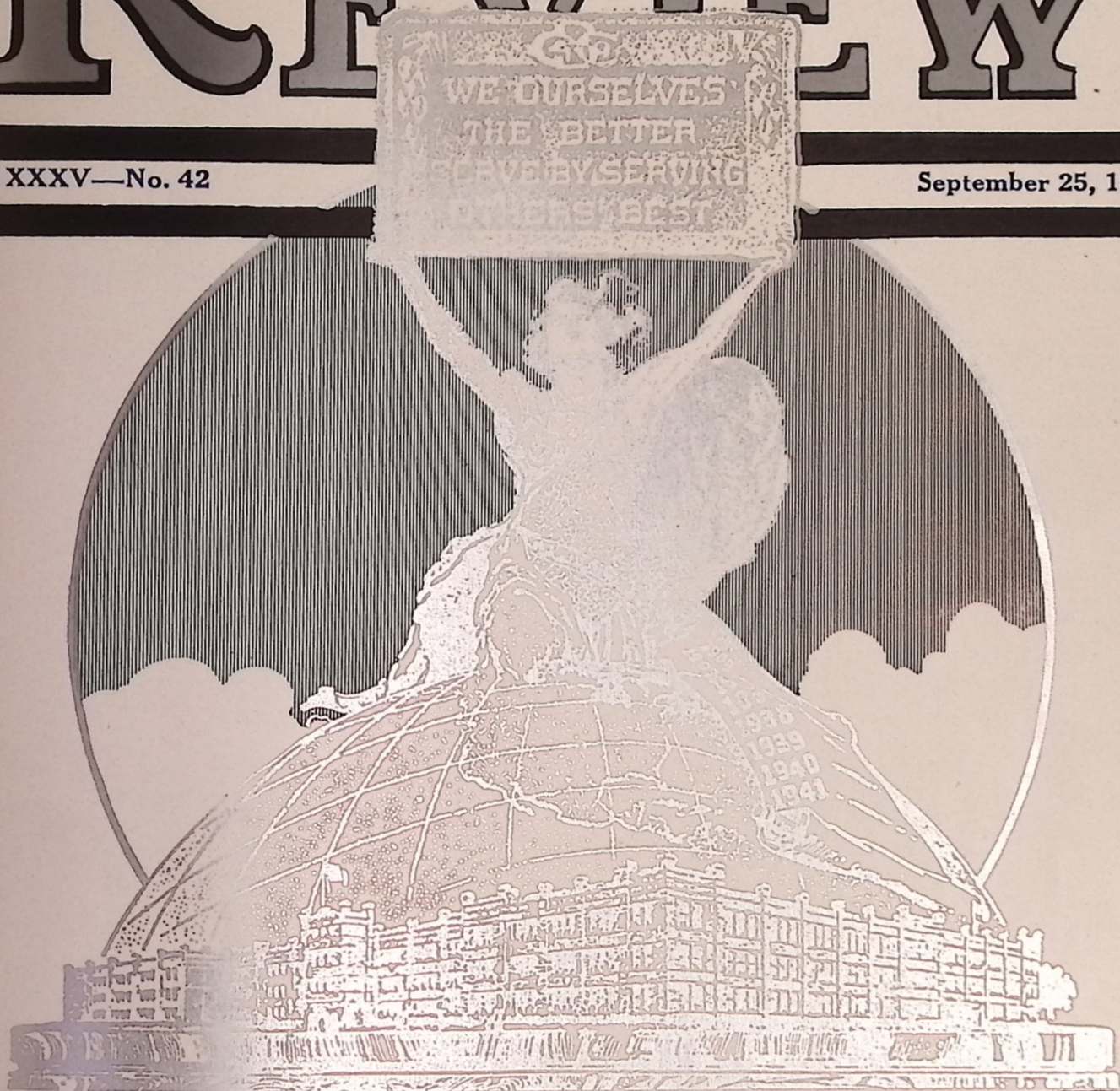


THE REVIEW

Vol. XXXV—No. 42

September 25, 1941



Good Morning



---Neighbor!

When you hear of someone who is doing something to bring cheer to his neighbors, to make the community he lives in brighter and happier, look him up and congratulate him. This would be a heck of a world if all of us went around with long faces and thought no kind thoughts of others, nor said anything kind and encouraging to those who are trying to make it a better one.

Show Greetings on Every Call!

WHY ADVERTISE?

If your prospects tell you that they are cutting down on their advertising because of the present sellers market, tell them they are inviting the following failures:

1. *Failure to safeguard and enhance the prestige of their company in the minds of their customers.*
2. *Failure to offset the ill-will of neglected customers.*
3. *Failure to cultivate the new buying influences that are constantly taking the place of the old.*
4. *Failure to guard against both potential and present competition.*
5. *Failure to maintain sound public relations.*

(Thanks to Leo Himelhoch)

The REVIEW



Published Weekly
by and for the Sales Department of
The Gerlach Barklow Co.
THE ULTIMATE OF ART IN ADVERTISING

Vol. XXXV

JOLIET, ILLINOIS, SEPTEMBER 25, 1941

No. 42

Money, Methods and Men Are What Count, But the Greatest of These Is Men

That's the thought that goes through my mind today when I see what you are accomplishing each day, because what you and other salesmen are doing deflects the attitude of American business men, and it's wonderful right at this time to see, even with the hard problems of these days, the evidences of confidences, courage and determination on their part.

So our job is to continue to make the most of our Opportunity, for **TIME MARCHES ON!** Eight more weeks—from September 29th to November 22nd—in the Christmas Club celebration. Make hay while the sun shines for you have a real opportunity for increased earnings this Fall.

Keep that **QUOTA** constantly in front of you. Work earnestly to beat it each day. It has a triple value—what you can do to serve your customers and prospects—what you can do to increase your earnings—and what

you can do to make the home folks happy at Christmas time.

In these days when favorable public opinion is absolutely necessary to success, your job and mine is to get our customers to use their calendars and direct mail advertising in the right way to get the best results:

Present your calendars to your customers as you would introduce a friend. For, because a calendar is a necessity in every home and place of business, your calendars will greet your customers every day for a full year.

Present your monthly mailing cards and blotters with real facts about your business, that educate your customers and prospects to the value of your product. Monthly advertising mediums keep your name constantly before the people you want to reach.

The Three Musketeers of Good Will Advertising—Pictures—Publicity—Good Will, do a real job these days for business men, whether their product is Defense goods or Civilian goods. Advertising explains Defense; helps build an informed public opinion on Defense. Advertising helps keep open the channels of supply for the Civilian goods that are available.

HOW ARE YOU GOING TO SAY MERRY CHRISTMAS TO YOUR CUSTOMERS? If Christmas came tomorrow a lot of the business men in this country wouldn't be prepared. Don't let that happen in your territory.

I know you are getting a real thrill out of your job this Fall. **THANKS SINCERELY FOR WHAT YOU ARE ACCOMPLISHING.**

LET'S GO! To write every dollar's worth of business we can these next eight weeks.

T. Mackey

THIS IS IMPORTANT!

Instead of, "How many days until Christmas?" we should count how many working days we have left to fill orders for Christmas delivery. They are surprisingly few.

Time now, is such an important element that more care than ever should be used to make all orders complete, ready for manufacturer. If it is necessary to obtain a cut for advertising copy, please hold the order until you get the cut. If a leather order calls for individual names, hold the order until you can send the names with it. Only complete orders have any assurance of completion. This is IMPORTANT!

Business conditions are good. It is only natural—with the billions of dollars in circulation. Remember, that even though much of it goes into Defense work, the wages go to the grocer, the laundry, gasoline, and all lines of sales and service. This condition is already reflected in our own fall business, as our gains over a year ago are beyond our expectations.

Many business men decided to "skip" Christmas, early in the year, but as the time nears many of them will change their minds—so no matter how definite the answer was a few weeks ago you should make one more call or you'll find that some aggressive salesman has made YOUR customer HIS customer.

James R. Talcott

*Never a Christmas morning
Never the old year ends
But someone thinks of someone
Old days, Old times, old friends.*

That little verse has in all probability been the means of making more holiday greeting sales for Gerlach-Barklow salesmen than any other factor we could name.

Jim Talcott says, "Learn this verse by heart: Learn every word of it: repeat it a hundred times—aloud—until you can get exactly the right expression: then make use of it with buyers who are 'fed-up' with everything they've seen or used."

True, we can't put the expression into our recitation that Jim does, because he's a past master of the art, but we can all make sales of business greetings carrying this old verse if we'll do our best with it, because it's so simple and so un-studied that even the busiest prospect will stop, look and listen when you repeat the verse.

This verse has been sold and is being sold on fine deluxe greeting calendars, on simple art mounts, on utility calendars, on blotters, on post cards—and on practically every medium in the line.

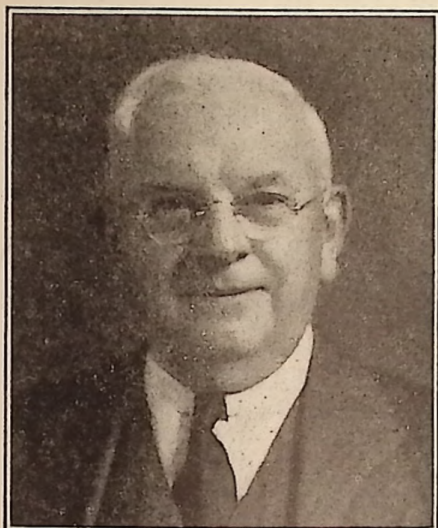
The next time you call on a buyer who is hard to please, why not try this old verse—and just in case you may have overlooked it, you'll find this verse on HG4223.

And don't forget that for the "Scotch" greeting buyer, you may offer this verse on blotters to be sent out along with the monthly statements or bills—or by themselves as a gesture of good will.

And while we think of it—funeral directors are mighty good prospects for greetings this year. Why not try that verse on them?

WE'RE HEADING FOR THE FALL ROUNDUP

AND IT'S FULL SPEED AHEAD FROM NOW ON



Jack Saunders Is Tops for the Week With a \$2,500 Sale of Direct Advertising to a Big Manufacturer of Paints for Industrial Purposes.

This company placed its first order with Gerlach-Barklow in 1913. That initial order amounted to \$250—exactly one-tenth as much as today's order. For years Mr. Saunders has given this account his personal attention and service, which largely accounts for the consistent growth of the order. Could anyone ask for more conclusive proof of the fact that Good Will Advertising does get results than this concern's consistent campaign over a period of almost thirty years?

AGAIN WE ASK HOW MUCH IS A NEW CUSTOMER WORTH?

Mr. Saunders makes the column a second time with a \$117 sale of "The Guiding Hand" in a fine deluxe calendar to a CASKET MANUFACTURER.

Herman Grotte gets "pat on the back No. 2" with his week of \$900. Herman's best is a \$600 Paragon sale to a BREWING COMPANY. Next were Floral Design Cards to a FUNERAL HOME for \$122, Paragon to another FUNERAL HOME for \$110 and two more orders for cards to other FUNERAL HOMES. By the way, Mr. Grotte's sales to funeral directors certainly demonstrates the possibilities in this field for the salesman who seeks to serve, rather than merely to sell.

George Maloney leads the New York delegation with an \$814 score. Roll Calendars to a CHEMICAL CORPORATION for \$430, De Luxe Calendars to a DOCTOR for \$170, "Spirit of America" to an ASBESTOS MANUFACTURER for \$107, "Springtime" to a CONTRACTOR and "My Blue Heaven" to a MARINE SUPPLY COMPANY.

Larry Moss is right on the job too with an \$804 showing. His best sale is to a LAUNDRY for \$330 "Happy Bluebird Family." Another LAUNDRY for \$270 "Happy Blue Bird Family," New Quiz to a MILL SUPPLY COMPANY for \$112 and a \$92 Paragon sale to a VENEER COMPANY.

Katherine Melcher of Wisconsin isn't giving any ground and closes a \$697 calendar and paragon deal with a PUBLISHING COMPANY. She also sells business calendars to a SAUERKRAUT MANUFACTURER and "Houghton Mill" to a PATTERN MAKING COMPANY. Her total for the week is \$779.

A. C. Talerico waded into the struggle to close three nice orders in one day. The first was for 3000 Christmas Folders to a ROLLER MILLS COMPANY for a total of \$285. Next was a FUNERAL HOME for Floral Design Cards amounting to \$70 and the third was for an S239-A calendar sale to a LUMBER COMPANY. He also followed up during the week with more Floral Design Cards to a FUNERAL HOME and "Spirit of America" to a CHEVROLET DEALER. His total was over \$500.

Michigan's Bill Herrmann snagged a mighty nice order, selling SQA-4 to a WHOLESALE LUMBER COMPANY for \$438. He also sold "Their Priceless Heritage" to a CLEANER and Greeting, "The First Snowfall" to a MACHINERY COMPANY.

H. W. Timothy made a new customer of a MACHINERY AND EQUIPMENT COMPANY with an order for 1,000 K-94 Knives amounting to \$420.

Holly Cowherd finds a FOUNDRY is the answer to his prayer for a \$262 order for Letter Openers. Then to make the week more complete, sells a SULPHUR REFINERY \$122 worth of Paragon and a SINCLAIR OIL AGENT pocket letter files which gave him a week's total of over \$400.

J. B. Kasper represents Tennessee with a \$290 Paragon sale to a PLOW COMPANY, Thermometers to a SAVINGS AND LOAN ASSOCIATION, Paragon to an EQUIPMENT COMPANY and Business Calendars to an INSURANCE COMPANY.

A. S. Hartman sends in a report of three new and three old customers. He sold "Scenes of My Childhood" for \$290 to a PLANING MILL, S257 "Proud Mothers" to a HAY GROWERS ASSOCIATION, "Silver Dawn" to a REST HOME, Paragon to an INDIVIDUAL, Ger-Bars to a FUNERAL HOME, Will Rogers to a GARAGE. His week's sales came to \$465.

Clyde Estes sells "Bluebirds for Happiness" to a FUNERAL DIRECTOR for \$145 and In Remembrance to a FUNERAL HOME for \$135.

A. McWilliams gets a 2,000 Key Case order for \$230 from BOTTLING COMPANY.

H. D. Evans sold In Remembrance Boxes to a FUNERAL HOME for an order that helped to boost the week's score.

John P. Kelley of Illinois rings up a \$250 sale of "Spirit of America" to a FOOD MACHINERY COMPANY.

O. O. Noell closed a \$180 sale of Religious Calendars to a FUNERAL HOME and also sold "Spanky" to a SERVICE STATION, Business Calendars to a TYPEWRITER COMPANY and Ger-Bars to an ABSTRACT COMPANY.

S. A. Hodson clicks with 2,000 Ger-Bars to a DAIRY. This sale amounted to \$175.

W. E. Gibson of Pennsylvania sold a \$245 order of Class X Blotters, "Our America" to a BARREL CORPORATION.

A. W. Thurn sells 500 Business Calendars to an AUTO SUPPLY, "Happy Bluebird Family" to a PONTIAC DEALER, Refill Pads for Desk Calendars to a BRIDGE AND CONSTRUCTION COMPANY and Key Cases to a SERVICE STATION.

Charlie Clark found a PIPE LINE COMPANY that could use a \$100 Paragon order, Key Cases to a GARAGE and Paragon to an INDIVIDUAL.

Among other things Craig Sohn of Ohio, sold a \$132 order of S257 to a FUNERAL HOME.

Sam Haynes was right in there again and made a \$133 Paragon sale to a STATE BANK.

S. E. Adams called on an AUTO AND PARTS COMPANY succeeding in selling them three orders which totaled \$138. They bought Pencils, Knives and Paragon. He also sold Ger-Bars to a TAVERN and Paragon to an ENGRAVING COMPANY.

E. L. Vincent won the decision of a MILLING COMPANY on an order of Daily Date Desk Calendars for \$130, Desk Calendars to an INSURANCE AGENCY, "Come Back Here" to an AUTO PARTS SALES AND SERVICE.

Guy Dean goes to town with "An Autumn Rhapsody" for \$105 to a BANK, Family Record Books to a BANK, K-50 Knives to a CONTRACTING COMPANY and K-92 Knives to a WHOLESALE GROCER.

R. H. Lipford makes a nice sale of 1,000 Key Cases to a FORD MOTOR SALES AND SERVICE.

R. S. Osburn of Chicago sells "My Blue Heaven" to an OIL COMPANY for \$165.

J. O. Gammell used a safety calendar, "Be Sure You're Right" for a \$113 sale to a FUNERAL HOME.

Nathan Ellias sells \$130 worth of Paragon to an IRON WORKS.

F. M. Stevenson of Oregon closed a New Quiz sale of \$120 with a GLASS COMPANY.

G. W. Hawkins sends in a nice News Quiz order for a MACHINERY MANUFACTURER that amounts to \$112.

T. S. Gosten sells "My Bonnie" an "An Autumn Rhapsody" to a MARINE SUPPLY COMPANY for \$100.

A. A. Bender makes a Religious Calendar sale of \$106 to a FUNERAL HOME.

A \$187 Paragon sale to a BEARING COMPANY, 10,000 Gothic Style Cards to a FUNERAL HOME, for \$127 and 5,000 more FD Cards to another FUNERAL HOME, were on Leo Himelhoch's tally for the week.

Here's How They Win Extra Christmas Credits

ADD \$100 EXTRA TO YOUR CHRISTMAS CLUB VOLUME FOR EACH WEEK YOU SELL SIX ORDERS OR BETTER. THESE MEN CAME IN FOR EXTRA POINTS

Heading the list is D. H. Stapp of Kentucky with twelve for the week.

Monday: "Happy Bluebird Family" to a WHOLESALE POULTRY AND EGG COMPANY.

Tuesday: Greetings, "The First Snowfall" to a RESTAURANT, "Puppy Love" to a RESTAURANT, "The First Snowfall" to a FARMER SUPPLY STORE.

Wednesday: Key Cases to a USED CAR DEALER, Ger-Bars to a CHEVROLET DEALER and Ger-Bars to a GENERAL STORE.

Thursday: Ger-Bars to a SERVICE STATION.

FRIDAY: Pencils to a STANDARD OIL AGENT.

Saturday: Greetings, "The First Snowfall" to a SALESMAN, Paragon to a STANDARD OIL AGENT and Paragon to a STATE BANK.

H. F. Ricker has ten. "My Bonnie" to a COAL AND GRAIN COMPANY, "Spirit of America" to a SAVINGS BANK, Ger-Bars to a MOTOR SALES, Greetings, "Silver Dawn" to an INDIVIDUAL, "Their Priceless Heritage" and Plain Business Calendars to an INSURANCE AND REAL ESTATE COMPANY, Paragon to an INDIVIDUAL, Pencils to an ENGINEERING COMPANY, Farm Record Calendars to a FEED STORE, the Bowling Greeting to a BOWLING ALLEY.

O. M. Wildman is still hitting the line hard, closing ten orders again with another good week behind. Paragon to a GAS AND OIL AGENT, Ger-Bars to a SERVICE STATION, "Houghton Mill" to an ORANGE GROVE SPECIALIST, "Their Priceless Heritage" to a STANDARD OIL WHOLESALE DEALER, Pencils to a TEXACO STATION, Letter Openers to a WHOLESALE OIL DEALER, Ger-Bars to a TEXACO SERVICE STATION, Pencils to a SHELL GAS STATION, "Spirit of America" to a CHEVROLET DEALER.

E. S. Reynolds gets credit for nine. Pencils to a MILK HAULER, "Their Priceless Heritage" to a CHEVROLET DEALER, Key Cases to a GARAGE, Pencils to a MILK HAULER, Key Cases to a FOOD MARKET, "Their Priceless Heritage" to a FEED AND GRAIN COMPANY, Key Cases to a SERVICE STATION, Pencils to an INSURANCE AGENT, Key Cases to a GROCERY.

R. S. Perry clicks for nine orders. Elysian FD Cards to a FUNERAL HOME, "Peekaboo" to a FORD DEALER, "Steady," "Sunrise," "Silver Dawn" and "Star Dust" in R-9 to a CHEVROLET DEALER, Ger-Bars to a LAUNDRY, Pencils to a BOTTLING WORKS, Telephone Index Calendars and Key Cases to a MARINE METAL COMPANY.

J. H. Etter makes an eight order score with Paragon to an AUTO REPAIR SHOP, "Joy of Living" to a LAUNDRY, "Happy Bluebird Family" to an INDIVIDUAL, Key Cases to a HUDSON DEALER, "Puppy Love" to a SERVICE STATION, Paragon to a MOTOR SALES, Key Cases to a FORD DEALER, Paragon to a CONTRACTOR.

Charlie Clayton also has eight. Thermometers to a METAL SPINNING MANUFACTURER, Paragon to a METAL STAMPING COMPANY, Thermometers to a METAL PRODUCTS COMPANY, Baby Books to a DAIRY, Paragon to a QUARRY COMPANY, Paragon to a MANUFACTURER, "Spirit of America" to a PAINT COMPANY, Pencils to a LUMBER DEALER, Thermometers to a FOUNDRY.

Mrs. Fannie Peterson contributed eight for the week. "Scenes of My Childhood" to a GARAGE, "Springtime" to a COAL DEALER, Greetings to an INDIVIDUAL, In Memoriam Books and Cards to a FUNERAL HOME, "Proud Mothers" and "Steady" to an owner of ROADSIDE CABINS, Paragon to a LUMBER COMPANY, Pencils to a MANUFACTURING COMPANY, Letter Openers to an OIL COMPANY.

H. R. Messick of Iowa has seven. "A Long Life and a Healthy One" to a DAIRY, Metal Calendars to a PLUMBER, Ger-Bars to a FUNERAL HOME, Ger-Bars to a PONTIAC DEALER and Metal Calendars to a GRINDING MILL.

E. J. Philips sold seven. Pencils to a LIQUOR STORE, Key Cases to a BAR-B-Q STAND, FD Cards to a FUNERAL DIRECTOR, Paragon to an OIL MAN, "A Long Life and a Healthy One" and "Proud Mothers" to a PRODUCE COMPANY, "Spirit of America" to a BAKERY.

A. H. Oschmann of Indiana gets credit for seven. "Scenes of My Childhood" to a LUMBER COMPANY, Ger-Bars to a FOOD MARKET, Pencils to a SERVICE STATION, Family Record Books to a BANK, In Remembrance Boxes to a FUNERAL DIRECTOR, Holiday Greetings to a MOTORCYCLE SALES.

Art Vores gets seven. Cards to a FUNERAL HOME, Magnifying Glass to a TRUST COMPANY, Cards to a FUNERAL HOME, Business Calendars to a MOTOR COMPANY, Floral Design Cards to a FUNERAL HOME, "My Blue Heaven," "Springtime" and "Clipper Ship Surprise" to a CONTRACTOR, "My Bonnie" to an INSURANCE AGENT.

Fred Bell has six nice ones. 10,000 FD Cards to a FUNERAL HOME, "Spirit of America" to an INSURANCE MAN, 5,000 Floral Cards to a FUNERAL HOME, 2,000 Elysian Cards to a FUNERAL HOME, Knives to a TOOL MAKER, Pencils to a FUNERAL HOME.

E. P. Pittman closes seven in Arizona. Pencils to a SERVICE STATION, Will Rogers to an INSURANCE AND REAL ESTATE AGENT, "Their Priceless Heritage" to an AUTO DEALER, "An Autumn Rhapsody" to a COTTON GIN COMPANY, "Here Peace and Happiness Abide" to a COTTON GIN COMPANY, Pencils to an INDIVIDUAL.

Ed Gerrish sells six. "Spirit of America" to a MOTOR COMPANY,

"My Bonnie" to an ELECTRIC SALES AND SERVICE, "Proud Mothers" and "Steady" to a WELL DRILLING COMPANY, Will Rogers to a HARDWARE STORE, Bowling Greeting to a BOWLING ALLEY, "Spirit of America" to a GARAGE.

Several others had six or better, among them were: Marvin Mitchell, S. E. Adams, A. C. Talerico, Howard Groomes and Alan Kidd.

"AS ONE AMERICAN TO ANOTHER"

By the time Christmas comes, thousands of American business firms will be engaged principally in the production of defense goods. This means, of course, that they will temporarily be out of touch with their peacetime customers.

Obviously, if they have any foresight at all, these firms will wish to maintain some form of contact with those whose patronage BUILT their businesses, and whose patronage—in the happier days to come—must RE-BUILD their businesses. It is impossible to conceive of any business man who will let THIS Christmas go by without sending some kind of message to those civilian customers whose trade, friendship, and good will he wishes to conserve.

This being true, we wish to call your special attention to HG4287, which is ideal for any business firm engaged principally or entirely in defense work. This holiday greeting, as you know, carries on the first page a striking picture of the head and up-raised arm of the "Statue of Liberty." Alongside the torch is the salutation—"AS ONE AMERICAN TO ANOTHER." Then, when you turn the page, you find the continuation of this message—"WE WISH YOU THE BEST POSSIBLE AMERICAN CHRISTMAS, WITH ALL AMERICANS STANDING TOGETHER NOW AND FOREVER IN SOLID DEFENSE OF LIBERTY, HUMANITY, AND DEMOCRACY."

While we think this greeting can be used

effectively by ANY business firm, we feel that it is ABSOLUTELY PERFECT for an industry that is concentrating its efforts on defense work. For, being patriotic, it carries a subtle reminder that such a firm's prime concern is in serving the cause of American liberty.

In nearly every town in your territory is some business firm—large or small—that, because of government work, is looking for a Christmas card to send to its peacetime customers. And, in nine cases out of ten, such a firm will wish to combine the patriotic motif with the Christmas message. There are also scores of firms, with so-called "foreign names," that are exceedingly anxious to demonstrate their loyalty to Americanism in THIS year's Christmas greeting. Also there are thousands of business men who have been drawn into the present "Isolation-Intervention" debate, who wish to demonstrate that their views as to the policy we should pursue have nothing to do with their LOYALTY to America. To all such, this card—HG4287—should have an instantaneous appeal.

We may, and do, differ as to the POLICY that should be followed to protect America from any and all aggressors, but ALL Americans are AGREED that we must stand together—now and forever—in SOLID DEFENSE OF LIBERTY, HUMANITY AND DEMOCRACY. Consequently,

the wording of this card lies in the AREA OF AGREEMENT. It states the one fact upon which we are ALL united.

In calling your attention to this card, our purpose is merely to impress upon you that you have in this number an ideal Greeting Card for present conditions; one that is particularly suited to any firm engaged in defense work. It is directly in line with the SPIRIT OF AMERICA in these troublous times.

Of course, it is only one of numerous Holiday Greetings which should have a very wide sale. For the GOLFER, you have HG4285; for the CARD PLAYERS, you have HG4286 and HG4294; for the AUTO-MOBILIST, you have HG4291 and HG4296; for the BOWLERS, you have HG4290, and for GENERAL PURPOSES, you have HG4289, HG4293 and HG4297. Then there is the very appropriate greeting card for BANKS—HG4292.

These cards give you a very wide field—supporting goods stores, golf club professionals, auto sales agencies, auto repair shops, service stations, bowling alleys, banks, specialty stores, and scores of other business firms. In fact, you have in your Greeting Card Book such a large variety that you can exactly suit the needs of ANY firm in ANY line of business.

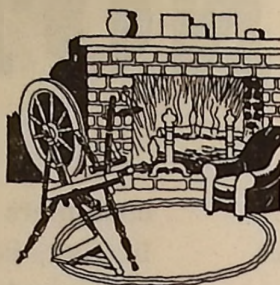
This year—more than ever before—business firms will wish to contact their

customers and prospects at Christmastime. In fact, because of certain shortages and high costs, many firms will turn THIS YEAR from OTHER TYPES of Christmas remembrances to greeting cards. And they will make no mistake in so doing. There is no type of remembrance that carries with it more friendliness and more thoughtfulness than the Holiday Greeting.

From now until the closing deadline on Holiday Greetings, let us make sure that we solicit orders from EVERY BUSINESS HOUSE, large or small. What the world needs today above all else is FRIENDLINESS—THOUGHTFULNESS—UNDERSTANDING. Only through the encouragement of these things, can we hope to regain balance and sanity. And, when you stop to think about it, how very, very little it costs to remember ALL OF ONE'S FRIENDS AND CUSTOMERS in this simple but effective way!

The business firms that come through this period unscathed, will be those who keep their friendships in repair. HOLIDAY GREETING CARDS PROVIDE THE WAY TO DO SO. It is a pretty small man, indeed, who fails to say "Thank You" when Christmas rolls around!

Jewett E. Packer



KEEPING THE HOME-FIRES BURNING

Right now it's open season for Coal Dealers' Good Will Advertising and Gerlach-Barklow salesmen are as always on the alert to render efficient service.

From the week's orders, we've picked at random a score of orders sold to COAL DEALERS and we're listing them just to show what the busy coal dealers are buying.

Here's one from L. R. Shepard, up in New York state—a \$175 sale of Indoor Billboard Calendars—that beautiful ideal head by Crandell, "Gorgeous" by name and gorgeous by nature. Can you realize what an advertising campaign this coal dealer buys for \$175?

L. R. Shepard makes his second appearance with another Coal Dealer order amounting to over a hundred dollars. The order calls for "Steady" in R-2 Billboards and 500 Art Mounts of the same subject and was sold to a satisfied old customer.

And not to be outdone by anyone, Harold Ricker sends us another \$175 order; this one calling for S257-HC with Coal Facts and the Household Alphabet pad. Mr. Ricker cinched the order by suggesting the following copy line:

"EVERY TIME WE MAKE A FRIEND, WE GROW A LITTLE"

The buyer liked that line and signed the nice order.

Nathan Ellias creates a brand new account with a \$129 sale of Paragon to a Coal Dealer. Mr. Ellias sells in Michigan.

And Leo Himelhoch is another Michigan man who comes through with a \$100 sale of Twelve-Sheet Calendars to a Coal Dealer—another brand new customer.

Ralph Bond of Wisconsin made two sales to Coal Dealers for \$127. One is a \$66 sale of "The Joy of Living" to a Coal Dealer who advertises "DEPENDABLE SERVICE SINCE 1866" and the other is a \$61 sale of "Steady" in R-2 and "When a Feller's Got a Friend" in R-4.

Mrs. Estelle Thompson sells "Bright Bouquets" Post Cards to a Coal Dealer for \$57.

G. R. Russell of Idaho made a \$50 sale of "I See by the Papers" with Farm Record Pad to a Coal and Grain Dealer.

J. O. Morris of Tennessee sold Will Rogers Ger-Bars to a Coal Dealer to advertise "BEST COAL, BEST PRICES."

Frank Zimmerman of Ohio made a \$65 sale of Last Edition hangers to a Coal Dealer.

Sidney Hodson of Michigan sold 100 Pencils to a Coal Dealer—a new customer.

Mr. Reynolds of Indiana created a new account with a \$53 sale of "Their Priceless Heritage" to a Coal and Grain dealer.

Tom Orvis of Ohio sold 1,000 "Our America" Blotters to a Coal Dealer to advertise "THE PEAK OF QUALITY AND SERVICE."

H. R. Messick of Iowa sold 300 art mount calendars, "Puppy Love" to a Coal Dealer—a new customer.

Mr. Lehman of Pennsylvania made a \$77 sale of "Happy Bluebird Family" in art mounts and deluxe calendars—another new customer.

Eugene Keltner of Illinois made a \$54 sale of "Spirit of America" to a Coal Dealer—a new customer.

Mr. Groomes sold 500 "Silver Dawn" art mount calendars to a Coal Dealer.

A. A. Bender of Ohio sold "Steady" in R-2 billboard calendars to a Coal Dealer to advertise "QUALITY WITH A PEDIGREE."

Guy Dean of Georgia sold Paragon to a Coal Dealer, an old customer.

W. J. Eggleston of New York sold S257-H1 "Off to the Meeting Point" and Fountain Pen Gift Sets to a Coal Dealer—a new customer.

The groceries arrived OK and it has been a thrill and plenty of fun looking it all over and then finding room for everything. Our shelves look like a high class grocery store. Yes sir, the Thurns should eat well for quite some time.

Many thanks for putting on the campaign, it was well worth trying for, and we are happy to have won such a nice assortment.

Sincerely,

AL THURN.

The groceries and meats arrived yesterday all express paid and 38 varieties. Yum, yum!

Now I am sorry I didn't work harder and earn a truck load. I dare you to put on this same contest next summer.

Thanks for making it possible to win such a prize.

R. R. BOND.



HOW MANY TIMES

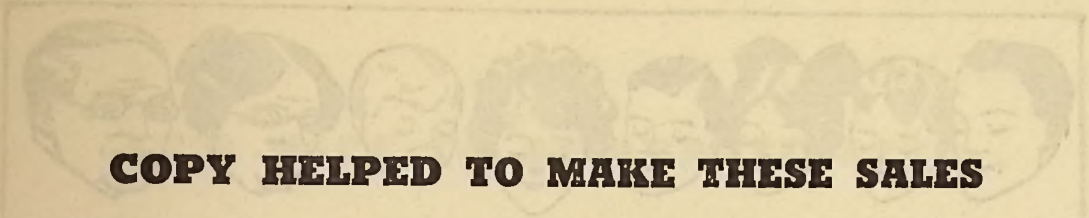
DID YOU OPEN

YOUR GREETING BOOK

TODAY

?

SHOW GREETINGS ON EVERY CALL!



COPY HELPED TO MAKE THESE SALES

HAVE COAL IN YOUR BIN BEFORE WINTER COMES IN

Sold on "Autumn Rhapsody" to a Coal Dealer.

ANY OLD BIRD CAN SAY "FILL 'ER UP," BUT IT TAKES
A SMART BIRD TO SAY "RED CROWN FOR MINE"

Sold on "Peekaboo" to a Service Station.

ALWAYS ON THE LOOKOUT FOR OPPORTUNITIES
TO SERVE YOU

Sold on "My Bonnie" to a General Store.

OF ALL KNOWLEDGE, 85% IS GAINED THROUGH THE
ONLY PAIR OF EYES YOU'LL EVER HAVE. HAVE THEM
TESTED ONCE A YEAR

Sold on "Light of Her Eyes" to an Optometrist.

BEARS FOR SERVICE

Sold on "Come Back Here" to a Lumber Dealer.

THERE'S NO PLACE LIKE HOME, AND THERE'S NO
PLACE LIKE THE FIRST NATIONAL BANK FOR A HOME
LOAN FOR BUILDING OR REMODELING

Sold on "Here Peace and Happiness Abide" to a Bank.

WE'LL GO A LONG WAY TO SERVE YOU

Sold on "Down on the Farm" to an Auto Repair Garage.

HELLO EVERYBODY, COME SEE ME SOMETIME

Sold on "Hello Everybody" to a Radio Shop.

ALL I KNOW IS WHAT I READ IN THE PAPERS

Sold on "I See by the Papers" to a Newspaper Publisher to
be used as Carrier Greetings.

OUTSTANDING IN ANY FIELD — CHAMPION, COM-
MANDER, PRESIDENT

Sold on "Steady" to a Studebaker Dealer.

THE STANDARD OF EXCELLENCE

Sold on "Their Priceless Heritage" to a Manufacturer.

YOUR MOST PRICELESS POSSESSIONS, PACKED, MOVED,
STORED, WITH SAFETY

Sold on "The Guiding Hand" to a Storage and Van Company.

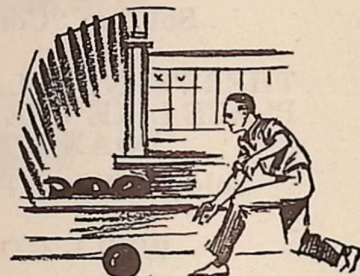


**THERE ARE GIFTS FOR ALL THE FAMILY IN
THE BIG CHRISTMAS CLUB CATALOG
1941 G-B CHRISTMAS CLUB**

The Christmas Club campaign started Tuesday, September 2nd, and runs 12 weeks to November 22nd. Follow these simple rules: You'll have your own sales quota. **BEAT THAT QUOTA.** Keep a weekly record of your dollar volume of sales. Add \$100 extra for each week in which you sell six or more orders. At the end of 12 weeks, subtract your quota from your total credits. The remaining **CHRISTMAS BALANCE** you can use for cash in ordering any gift illustrated in the official catalog!

You've received your "passbook" and your catalog. Add to your \$250 free credit every day. Sell complete orders, for all orders must be ready for manufacture to count. Your family can join in the fun. Let them help you set your goal.

**DON'T LET THOSE BOWLING
DOLLARS ROLL AWAY**



The modern bowling alley is a legitimate prospect—and a pretty good one and while their orders are not big as a rule, there are quite a number of them. Even the little city of Joliet has half a dozen big public alleys, to say nothing of those in various clubs. Never before has bowling been so popular with the better class of people, nor have we had so many or so fine alleys as today.

Occasionally you'll contact a bowling alley owner who'll invest a hundred dollars in good will advertising, but the majority of the sales are a good deal smaller than that, but they're nice little "Bread-and-butter" customers and whether those in your territory buy from you or from your competitors is squarely up to you; however, you may take our word for it, if you don't sell 'em, someone else will do so.

Here are just a few sales picked at random from the day's orders:
Jack H. Sanders of Missouri sold 250 Bowling Greetings.

Fred Shallish of New York sold 100 Bowling Key Cases stamped—"FOR HIGH SCORE" on one side and the name of the alleys on the other.

Harold Ricker of Massachusetts sold 100 Bowling Christmas Cards.

Francis Leckberg of Ohio sells 100 HG4290 to a brand new customer.

Ed Gerrish of Connecticut sells 200 Bowling Greetings to a Casino.

A. C. Siverson of California sold 250 HG4290 to a Bowling Alley.

Tom Orvis sold 100 Holiday Greetings to a Recreation Center.

IT'S NICE TO BE APPRECIATED

We take pleasure in publishing a letter from Miss Dara Prew, one of the winners of the T. R. Gerlach Memorial Scholarship. Miss Prew—thanks to your effort—completed her education and is now Society Editor of one of our local newspapers and is doing a good job. Her letter follows:

Tuesday, Sept. 9, 1941.

Mr. J. C. MacKeever
Gerlach-Barklow Co.
Joliet, Illinois.

Dear Sir:

In June I completed my course at the Joliet Junior college under benefit of the scholarship offered by Gerlach-Barklow Company in memory of Mr. Gerlach.

During my two years in college, I received the Adam Award for scholarship my freshman year and was assistant editor for one semester and editor for a year and a semester of the Blazer, college paper. Besides that, I was active in student council, W. A. A., French club, college plays and musicals.

I've included this rather lengthy resumé in order that you may realize that even tho I accepted my present position as Society Editor of The Spectator the last week in March, I believe I have used the money to advantage.

On my behalf, I hope you will extend my most sincere and heart-felt thanks to your salesmen and staff who co-operated in the Gerlach Day sale. Then, too, I'd like to express my gratitude to you.

Sincerely yours,

DARA PREW.

GOOD WILL IS THE BIG THING IN LIFE AS WELL AS IN BUSINESS.

By JAMES W. ELLIOTT

Over three thousand miles we see millions going about the business of man killing—men, with real, red blood in their veins—hearts, hopes, ambitions, homes—and mothers—killing men, other men—whose hopes and ambitions are the same.

All believe that they are right.

And they are willing to give their very lives—which mean so much to others, and to themselves—that right may win.

All sides are equally sincere.

Such a thing as it being impossible for all to be right seems never to have occurred to them—it is a call to defend "My Country"—and there is magic in the call. With you and me it would be the same.

But, they have sounded the death-knell of war.

The businessman has shown us the way. He has placed the world deeply in his debt. He has shown us that there is but one way to have peace on earth.

And that way is: thru good will toward men.

Fear, distrust, destruction will not work. They have been tried and found severely lacking. The price is great, and lasting—the glory, little—and passing. It is and always has been against the scheme of things.

Man is a creator. It is his business to create, to build—not to destroy. In order that his mind may be free to do the world's work, he must be safe, free from all fear of his brain-child being wrecked in a maelstrom of destruction. He must be protected, have peace of mind. It is his divine right—and, for it, some day, he will fight—if fighting be necessary.

But, thanks to the businessman it will not be. For he has seen the dawn of the new day, and has opened up the way . . .

It was he who said, "If I cannot find a way, I will MAKE a way." And his daily prayer has been: "Give us this day our daily work, and we will EARN our bread."

Prayer is but an earnest desire for a thing.

Having that desire, we go out and WORK for that thing, and we get it—our prayer is answered. Yes, my friend, work is surely life, and good work is good life.

Through mutual protection, we are benefited—individually. And that way only. By looking after other people's interests, ours are taken care of automatically. By protecting everybody's interests, we protect our own.

Good Will is the big thing in life, as well as in business. We cannot buy good will. People cannot sell it. It is that something we get for that something we give—that worthy something.

And, were that Great Divinity among us now, I am sure that instead of saying: "Peace on earth, good will toward men," He would say: Thru good will toward men we will find peace on earth.

For two thousand years our religions "scared" us, and every known method was tried save truth—and all life was selfish, miserable, unbearable—scarcely worth the while.

For, in "doing" the other fellow, we DID ourselves; the sky of happiness was dark and gloomy, our brain misty—and the wheels of progress clogged—the Dark Ages were with us.

It was not the theologian, historian, or wise man, who saw the New Day—but the businessman, who turned his eyes toward the east, the rising sun. To him the world owes everything. He has made life beautifully worth the while.

"Truth," Dr. Eliot has beautifully said, "is a new virtue." But it is not so with the businessman. It is a fundamental law upon which every thing he has ever done has been builded. The things he knows are his religion, not the things he believes.

And this old world will, some day, come to realize more fully that, to the businessman, work is a religion, honesty and absolute law, and love an ideal.

Yes, the great fundamental principal of business is men of principle.

The trouble in business today is not the lack of men with ability—but the

terrible lack of ability of men to use their ability.

Developing the art of application is just as essential, or more so, than a thorough knowledge of fundamental truths. It isn't what we know, but how well we know how to use what we know—that really counts.

This old world cries out for men who will, not for men who can. We find men who can on every street corner, everywhere—but men who will, seldom. What men can do is beyond human comprehension. What men WILL do is exceedingly problematical.

And we seem to so often forget that we are judged by the record that we make, not by our ability TO make a record.

Yes, you have got to have good men to get good will.

When we have the right mental attitude toward the other fellow, he has the right mental attitude toward us. When we work to give a square deal to the fellow we are doing business with, the company we are working for, and the fellows we are working with—WE ARRIVE.

For, by protecting each other, we protect ourselves!

The sentiment contained in the celebration of that great day, Christmas, proves that what I say is true. It proves absolutely that every single man among us is sentimental—that each and every one of us has an earnest desire to help, not hinder—to wish for every living human being the best of everything worth while.

Thank Heaven for such a day.

And it is coming. Another three hundred and sixty-five days passing into oblivion, and another three hundred and sixty-five days' work recorded in the Great Book of things done.

What have you done? What does the coming of Christmas mean to you?

As a suggestion, and with every good wish for the merriest of Christmases and the Happiest of New Years, I submit this creed:

"I am glad that I have a job and a

chance. I am glad that health, happiness, and opportunity are mine—and the records of those around and about me prove that, if I don't make good, no one is to blame save myself.

"If I haven't done well, I am glad that I have honesty enough to admit that I could have, and should have, done better—and I do not blame it to conditions. For, making good was my job; if I couldn't find a way, it was my business to make a way.

"My record—good or bad—is history, past; I shall forget it. My only business with it now is to look upon it—only occasionally—for a bit of information, or inspiration.

"I am going to look after my interests by looking after the other fellow's—my customers', my company's, and my co-workers' . . . I know that to be the only way—experience has taught me that.

"Work is the one big thing—sincere, hard work—digging. I know that. So, from this day I shall work with my whole heart and soul—put in the hours—determined, absolutely, to make big and good, giving myself to my work, utterly.

"I know that I shall go to the top, the whole way. Determination will find the way. It always has and will always.

"This thought I shall keep with me: Thru good will toward men we will find peace on earth.

"And, my success lies within myself . . . I know it.

"I'm going to put forth the effort. I'm going to win, win big.

That, also, do I know—absolutely.

"The moon goes into shadow; the dawn breaks: a new day is here. A new year approaches quietly on the breasts of the cool winds: Progress grasps the little fellow by the hand—and they go on together.

"I'm going along with them; I'm not the kind that is willing to drop by the wayside, I'll keep right on keeping on."

What's that? Yes, yes, I know—Peace, Peace on Earth, Good Will Toward Men . . .

Christmas is coming, Christmas is coming!

"THE MOST IMPORTANT PRIORITY"

FRED BELL SAYS:

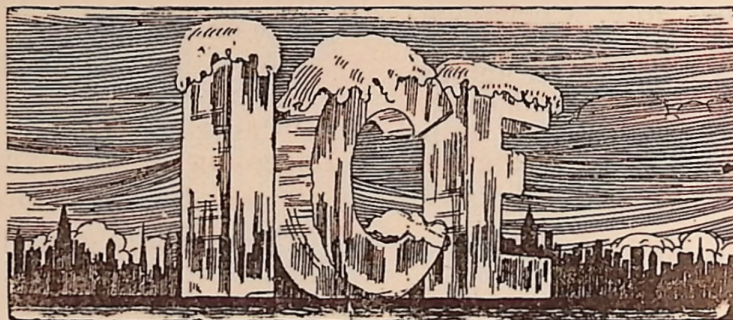
After hurriedly reading the REVIEW of September 11th, I went back and made a study of some of the things mentioned in Jewett Ricker's article, "The Most Important Priority." Today I had a chance to demonstrate the value of the article.

My customer in this case is a big electric company. I have sold them Leather Gifts for several years, and it has always been just an order for about \$100. Today I wrote their order for the coming holiday season, and it was almost \$400. I did this by explaining to the customer the facts stated in the three-act interview in The REVIEW article.

Both men who decide on the leather order are quite interested in what will follow the present situation. They are in the electrical contracting business, and at the present time are completely filled up with contracts and are hunting for electricians to send out on jobs. They say they cannot take another deal, no matter how good. Yet they must keep in close touch with the building trade.

In going over the situation as given in "The Most Important Priority," they believed that it would be necessary to do more this Christmas than ever before. They also agreed that they could not use more boxes of cigars, candy or bottles of liquor, and that it must be something that will outlast these war conditions, so they bought Paragon Leather, almost four times as much as last year.

I just write this to say "thanks." I could write letters like this often, because many center-spread articles give me the needed boost to do something that I otherwise would fail to do.



ICE FACTS

IS A WINNER FROM THE START!

How Much Money Has It Put in Your Pocket?



Do you know what I would wish
If I could have my wish
For Santa Claus to bring
To you and me?

I'd wish for a great big cone
As big as this megaphone
Full of Ashland Dairy Ice Cream
For you and me.

1941	SEPTEMBER						1941
Sun	Mon	Tue	Wed	Thu	Fri	Sat	
-	1	2	3	4	5	6	
7	8	9	10	11	12	13	
14	15	16	17	18	19	20	
21	22	23	24	25	26	27	
28	29	30	-	-	-	-	

FOR DEFENSE



**A
TYPICAL
AMERICAN**

A typical American is one who has confidence in himself, confidence in his government and confidence in the American system of free opportunity.

He asks nothing of anyone but the chance to put his talents to work and to acquire new talents to the limits of his ability.

His heart is free of fear; he accepts difficulties with realism. Such necessities as that for building for his country's defense are accepted in the secure knowledge that Americans can do it in the American way and do it well.

He stakes his future with the future of his country and marches eagerly to meet it.